

AUG 24 2004

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**OFFICIAL**Patent  
Attorney's Docket No. 99-836**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Patent Application of )  
James J. DREW et al ) Group Art Unit: 3623  
Application No.: 09/953,118 ) Examiner: Robinson Boyce, Akiba K  
Filed: June 13, 2000 )  
For: A METHOD FOR EVALUATING )  
CUSTOMER VALUE TO GUIDE )  
LOYALTY AND RETENTION )  
PROGRAMS )

**AMENDMENT/REPLY TRANSMITTAL LETTER**

Commissioner For Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

Sir:

Enclosed is a reply for the above-identified patent application.

- ☐ A Petition for Extension of Time is also enclosed.
- ☐ A Terminal Disclaimer and a check for ☐ \$55.00 ☐ \$110.00 to cover the requisite Government fee are also enclosed.
- ☐ Applicant(s) request continued examination under 37 C.F.R. § 1.114 and enclose the ☐ \$385.00 ☐ \$770.00 fee due under 37 C.F.R. § 1.17(e).
- ☐ Applicant(s) previously submitted \_\_\_\_\_, on \_\_\_\_\_, for which continued examination is requested.
- ☐ A request for Entry and Consideration of Submission under 37 C.F.R. § 1.129(a) is also enclosed.

Amendment/Reply Transmittal Letter  
 Application Serial No. 09/593,118  
 Attorney's Docket No. 99-836  
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- ☐ No additional claim fee is required.
- ☐ An additional claim fee is required, and is calculated as shown below:

AMENDED CLAIMS					
	No. of Claims	Highest No. Of Claims Previously Paid For	Extra Claims	Rate	Additional Fee
Total Claims	65	60	5	x \$18.00 =	\$90.00
Ind. Claims	6	4	2	x \$ 86.00 =	\$172.00
If Amendment adds multiple dependent claims, add \$280.00					
Total Amendment Fee					
If Small entity status is claimed, subtract 50% of Total Amendment Fee					
<b>TOTAL ADDITIONAL FEE DUE FOR THIS AMENDMENT</b>					<b>\$262.00</b>

- ☐ A claim fee in the amount of \$\_\_\_\_\_ - is enclosed.
- ☒ Charge \$ 262.00 to Deposit Account no. 07-2347.


To the extent necessary, a petition for an extension of time under 37 C.F.R. § 1.136 is hereby made. Please charge any shortage in fees due in connection with the filing of this paper, including extension of time fees, to Deposit Account No. 07-2347 and please credit any excess fees to such deposit account.

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The Commissioner is hereby authorized to charge any other appropriate fees that may be required by this paper that are not accounted for above, and to credit any overpayment, to Deposit Account No. 07-2347.

Respectfully submitted,

By: \_\_\_\_\_

  
Joel Wall  
Reg. No. 25,648

Verizon Corporate Services Group Inc.  
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Date: August 24, 2004

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**Intellectual Property Law Group****Verizon Corporate Services Group Inc**

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**OFFICIAL**

To: U.S. Patent and Trademark Office – From: Christian R. Andersen  
Examiner: Robinson Boyce, Sr. Paralegal – Intellectual Property  
Akiba K  
Group Art Unit: 3623

Fax: 703-872-9306

Pages  
with 41  
Cover:

**FORMAL SUBMISSION OF:**

- 1) Amendment Transmittal;
- 2) Request for Continued Examination (RCE) Transmittal; and
- 3) Amendment.

Title: A METHOD FOR EVALUATING CUSTOMER VALUE TO GUIDE LOYALTY  
AND RETENTION PROGRAMS  
Serial No. 09/593,118  
Filing Date: June 13, 2000  
First Named Inventor: James Howard DREW  
Atty. No. 99-836

**CERTIFICATE OF FACSIMILE TRANSMISSION**

I hereby certify that the above-referenced documents are facsimile transmitted to the Patent and Trademark Office on the date shown below:

  
Christian R. Andersen

Date of Transmission: August 24, 2004